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The Swan River Nursery
Is ready to help you make your
1927 Fall planting season
a success

Right on the Merrick Road
PATCHOGUE
(Long Island) New York



This Nursery Has Its Roots Deep in the Ground

Here is our office building—in the 106-year-old Avery homestead, where, with a combination of every modern facility and comfort and a good old-fashioned atmosphere, we are always at home to our customers and all other interested friends



ST.
HERE

To U. S. Dept. of Agriculture,
Bureau of Plant Industry,
Washington,

*"It's Not a
Home
Until It's
Planted"*

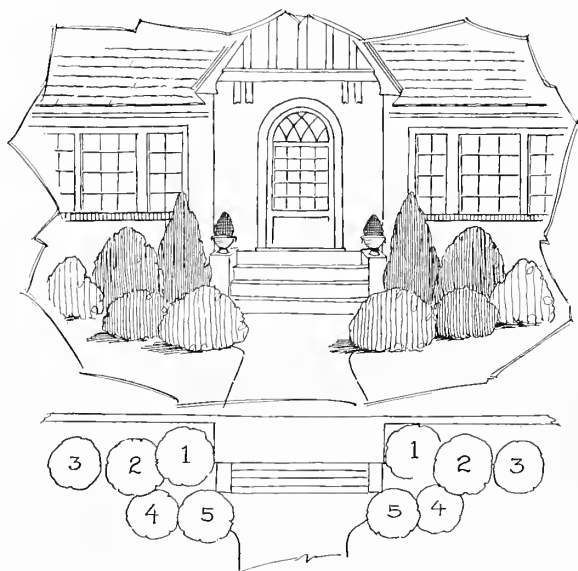
AND

*It Can't be
Planted
Until
It's
Planned*



*Suggestions
for the
Planning
and
Materials
for the
Planting
are
Specialties
at the
Swan River
Nursery*

"A garden," said Douglas Jerrold, "is a beautiful book, writ by the fingers of God; every flower and leaf is a letter."



KEY TO PLAN

1. *Thuja orientalis pyramidalis*, 3 ft. (Oriental pyramidal arborvitae)
2. *Chamaecyparis plumosa aurea*, 2-2½ ft. (Golden Plume Retinospora)
3. *Thuja occidentalis wareana*, 18-24 in. (Ware Arborvitae)
4. *Thuja occidentalis globosa*, 15-18 in. (Globe Arborvitae)
5. *Pinus montana mughus*, 18-24 in. (Mugho Pine)

TO THE left is a plan suggesting an inexpensive foundation planting for a small home—such a garden beginning as is within the reach of every home owner.

Above is pictured the sort of garden that others—you, perhaps—are ready and longing for. These barely suggest the range of our facilities and capabilities in designing and carrying out ideas for home beautification.

May we not have the privilege of serving you as we have already served many Long Island patrons—or, at least, of conferring with you about your landscaping and planting problems? Wyntje Pentecost, our landscape architect, will gladly call upon you or meet you here at your convenience.

As to actual planting (especially of evergreens) August and September are the months to plan it and get it under way. Last minute, rush jobs are possible—but the more time there is for careful consideration, the better the results.

THE SWAN RIVER NURSERY

HUMPHREY R. AVERY, Manager

PATCHOGUE (LONG ISLAND) NEW YORK

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ALL THAT YOU ASK OF A NURSERY YOU WILL FIND HERE AT SWAN RIVER



First, the Plants—We have growing some 100 acres of evergreen and deciduous trees, flowering shrubs, roses and fruit trees—in short a large, complete assortment of plant materials suitable for any kind of home planting, inland or at the seashore.

(We cordially invite you to come and inspect them).

Second, Knowledge and Experience—Our nursery goes back for 34 years and three generations. Our hearts as well as our earnest endeavors are set upon satisfying and, if possible, anticipating our patrons' wants.

(We respectfully ask to be allowed to estimate upon your next planting order).

Third, Practical Skill and Active Interest—These, too, can be verified by an inspection of our fields and by the study of work we have already done.

(We sincerely hope that we may enjoy the privilege of serving you—with stock second to none, workmanship of the best, and courteous, intelligent cooperation—at reasonable prices).

If you cannot arrange to visit our grounds, a post card will bring you a copy of our 1927 catalog, containing a complete list of the materials we offer for prompt, careful delivery.